



JWG
10/24/12

COONEY, WATSON AND ASSOCIATES, INC.
Advertising • Marketing • Public Relations • Video Production

BROADCAST INSERTION ORDER

Date: October 24, 2012
Client: GO Bonds for Higher Education Campaign
Agency Contact: Doug Stine - 245-3138 direct/803-4132 cell; dougs@cooneywatson.com
Station: KRQE TV, Channel 13 and KASA Channel 2
Account Executive: Jim Giudicessi
Phone: Direct: 505-998-9530
Email: jim.giudicessi@kasa.com

Run Date(s): 10/24/12-11/6/12

NAME OF SPOT(S): A) 2012 GO Bond C
Rotation: 100% A

Total Cost : \$ 9,090.00
Commission: \$ 1,363.50
Total Due: \$ 7,726.50

Authorized by: *Bill R. Watson* **Title:** *President*

See schedule below and on next page:

KRQE TV Channel 13	Timeframe	# Spots	Cost Per	Total
Week of October 24-28				
KRQE TV News 13 @ 5a M-F	5a	2	\$50.00	<i>5</i> \$100.00
The Early Show Mon-Fri	7-9 AM	2	\$70.00	<i>5</i> \$140.00
CBS Saturday Early Show	SA 5-7 AM	2	\$15.00	<i>5</i> \$30.00
KRQE News Saturday Morning	SA 7-8 AM	2	\$25.00	<i>5</i> \$50.00
KRQE News Sunday Morning	SU 7-8 AM	2	\$50.00	<i>5</i> \$100.00
Dr. Phil (WYN)	M-F 12:12:30	2	\$100.00	<i>5</i> \$200.00
KRQE News 13 @4:30 P	M-F 4:30-5 PM	2	\$275.00	<i>3</i> \$550.00
KRQE News 13 @5:30 P SA	Sat 5:30-6:00 PM	1	\$125.00	<i>4</i> \$125.00
KRQE News 13 10PSA	SA 10:00-10:35	1	\$325.00	<i>5</i> \$325.00
Week of Oct. 29-Nov. 4				
KRQE TV News 13 @ 5a M-F	5a	5	\$50.00	<i>5</i> \$250.00
KRQE News 13@6a	M-F 6-7 AM	5	\$100.00	<i>5</i> \$500.00
The Early Show Mon-Fri	7-9 AM	5	\$70.00	<i>5</i> \$350.00
CBS Saturday Early Show	SA 5-7 AM	2	\$15.00	<i>5</i> \$30.00
KRQE News Saturday Morning	SA 7-8 AM	1	\$75.00	<i>3</i> \$75.00
KRQE News Sunday Morning	SU 7-8 AM	1	\$200.00	<i>3</i> \$200.00
KRQE News 13 @ Noon	M-F 12-12:30PM	3	\$175.00	<i>4</i> \$525.00
Dr. Phil (WYN)	M-F 12:12:30	5	\$100.00	<i>5</i> \$500.00
KRQE News 13 @4:30 P	M-F 4:30-5 PM	3	\$175.00	<i>4</i> \$525.00
KRQE News 13 @5:30 P SA	Sat 5:30-6:00 PM	1	\$125.00	<i>5</i> \$125.00
Jeopardy (SYN)	M-F 6:00-6:30	2	\$450.00	<i>4</i> \$900.00
Wheel of Fortune	M-F 6:30-7:00 P	2	\$550.00	<i>4</i> \$1,100.00
KRQE News 13 @10P SAT	SA 10:00-10:35	1	\$325.00	<i>5</i> \$325.00
November 5 & 6				

217293
NO TAX

KRQE TV News 13 @ 5a M-F	5a	2	\$50.00	5	\$100.00
KRQE News 13@6a	M-F 6-7 AM	2	\$100.00	5	\$200.00
The Early Show Mon-Fri	7-9 AM	2	\$70.00	5	\$140.00
KRQE News 13 @ Noon	M-F 12-12:30PM	2	\$175.00	4	\$350.00
Dr. Phil (WYN)	M-F 12:12:30	1	\$100.00	5	\$100.00
KRQE News 13 @4:30 P	M-F 4:30-5 PM	1	\$175.00	4	\$175.00
Jeopardy (SYN)	M-F 6:00-6:30	1	\$450.00	4	\$450.00
Wheel of Fortune	M-F 6:30-7:00 P	1	\$550.00	4	\$550.00
TOTAL		64			\$9,090.00

Spot Manager: All,

Alt Order #	Advertiser	Order	Inv. Code (Bool)	Time Period	Length	Priority	Channel	Product	Estimate	Air Time	Ad-ID	Rate
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Date: 10/26/12

Station: KRQE

POL/Go Bond: 217293 M-F KRQE New:KRQE News	:30 P5	[ALL]	5:14:02 AM HIGHEREDUC	\$50.00
POL/Go Bond: 217293 M-F KRQE New:KRQE News	:30 P5	[ALL]	5:56:12 AM HIGHEREDUC	\$50.00
POL/Go Bond: 217293 CBS This Mornir CBS Early S	:30 P5	[ALL]	8:12:35 AM HIGHEREDUC	\$70.00
POL/Go Bond: 217293 CBS This Mornir CBS Early S	:30 P5	[ALL]	8:54:26 AM HIGHEREDUC	\$70.00
POL/Go Bond: 217293 Dr. Phil 3p-4p	:30 P5	[ALL]	3:22:18 PM HIGHEREDUC	\$100.00
POL/Go Bond: 217293 Dr. Phil 3p-4p	:30 P5	[ALL]	3:55:56 PM HIGHEREDUC	\$100.00
POL/Go Bond: 217293 M-F KRQE New:430p-5p	:30 P3	[ALL]	4:57:56 PM HIGHEREDUC	\$275.00

\$715.00

\$715.00

Date: 10/27/12

Station: KRQE

POL/Go Bond: 217293 CBS This Mornir 5a-7a	:30 P5	[ALL]	5:24:27 AM HIGHEREDUC	\$15.00
POL/Go Bond: 217293 CBS This Mornir 5a-7a	:30 P5	[ALL]	6:29:29 AM HIGHEREDUC	\$15.00
POL/Go Bond: 217293 KRQE News Sat 7a-8a	:30 P5	[ALL]	7:38:43 AM HIGHEREDUC	\$25.00
POL/Go Bond: 217293 KRQE News Sat 7a-8a	:30 P5	[ALL]	7:57:02 AM HIGHEREDUC	\$25.00
POL/Go Bond: 217293 LN Sa 10p-1035p	:30 P5	[ALL]	10:25:11 PM HIGHEREDUC	\$325.00

\$405.00

\$405.00

Date: 10/28/12

Station: KRQE

POL/Go Bond: 217293 KRQE News Sun 7a-8a	:30 P5	[ALL]	7:37:08 AM HIGHEREDUC	\$50.00
POL/Go Bond: 217293 KRQE News Sun 7a-8a	:30 P5	[ALL]	7:56:11 AM HIGHEREDUC	\$50.00

\$100.00

\$100.00

Date: 10/29/12

Station: KRQE

POL/Go Bond: 217293 M-F KRQE New:KRQE News	:30 P5	[ALL]	5:10:00 AM HIGHEREDUC	\$50.00
POL/Go Bond: 217293 M-F KRQE New:KRQE News	:30 P5	[ALL]	6:43:02 AM HIGHEREDUC	\$100.00
POL/Go Bond: 217293 CBS This Mornir CBS Early S	:30 P5	[ALL]	7:23:27 AM HIGHEREDUC	\$70.00
POL/Go Bond: 217293 M-F KRQE New:12p-1230p	:30 P4	[ALL]	12:16:20 PM HIGHEREDUC	\$175.00
POL/Go Bond: 217293 Dr. Phil 3p-4p	:30 P5	[ALL]	3:42:45 PM HIGHEREDUC	\$100.00
POL/Go Bond: 217293 M-F KRQE New:430p-5p	:30 P4	[ALL]	4:52:28 PM HIGHEREDUC	\$175.00
POL/Go Bond: 217293 M-F 6p-630p M-F 6p-630p	:30 P4	[ALL]	6:05:14 PM HIGHEREDUC	\$450.00
POL/Go Bond: 217293 M-F 630p-7p M-F 630p-7p	:30 P4	[ALL]	6:37:45 PM HIGHEREDUC	\$550.00

\$1,670.00

\$1,670.00

Date: 10/30/12

Station: KRQE

POL/Go Bond: 217293 M-F KRQE New:KRQE News	:30 P5	[ALL]	5:14:24 AM HIGHEREDUC	\$50.00
POL/Go Bond: 217293 M-F KRQE New:KRQE News	:30 P5	[ALL]	6:14:28 AM HIGHEREDUC	\$100.00
POL/Go Bond: 217293 CBS This Mornir CBS Early S	:30 P5	[ALL]	8:23:50 AM HIGHEREDUC	\$70.00
POL/Go Bond: 217293 Dr. Phil 3p-4p	:30 P5	[ALL]	3:12:55 PM HIGHEREDUC	\$100.00

\$320.00

\$320.00

Date: 10/31/12

Station: KRQE

POL/Go Bond: 217293 M-F KRQE New:KRQE News	:30 P5	[ALL]	5:05:13 AM HIGHEREDUC	\$50.00
POL/Go Bond: 217293 M-F KRQE New:KRQE News	:30 P4	[ALL]	6:18:10 AM HIGHEREDUC	\$125.00
POL/Go Bond: 217293 M-F KRQE New:KRQE News	:30 P5	[ALL]	6:45:10 AM HIGHEREDUC	\$100.00
POL/Go Bond: 217293 CBS This Mornir CBS Early S	:30 P5	[ALL]	8:46:01 AM HIGHEREDUC	\$70.00
POL/Go Bond: 217293 Dr. Phil 3p-4p	:30 P5	[ALL]	3:34:47 PM HIGHEREDUC	\$100.00
POL/Go Bond: 217293 M-F KRQE New:4p-430p	:30 P3	[ALL]	4:16:50 PM HIGHEREDUC	\$275.00
POL/Go Bond: 217293 M-F KRQE New:430p-5p	:30 P4	[ALL]	4:48:55 PM HIGHEREDUC	\$175.00

\$895.00

\$895.00

Date: 11/01/12

Station: KRQE

POL/Go Bond: 217293 M-F KRQE New:430p-5p	:30 P4	[ALL]	\$175.00
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[Sorted by: Date]

Spot Manager: All,

Alt Order #	Advertiser	Order	Inv. Code (Boo)	Time Period	Length	Priori	Chann	Product	Estimate	Air Time	Ad-ID	Rate
Date: 11/01/12												
Station: KRQE												
	POL/Go Bond: 217293 Dr. Phil			3p-4p	:30	P5	[ALL]					\$100.00
	POL/Go Bond: 217293 M-F KRQE New:KRQE News				:30	P5	[ALL]			5:18:04 AM		\$50.00
	POL/Go Bond: 217293 M-F KRQE New:KRQE News				:30	P5	[ALL]			6:25:20 AM		\$100.00
	POL/Go Bond: 217293 CBS This Mornir CBS Early S				:30	P5	[ALL]			8:46:01 AM		\$70.00
	POL/Go Bond: 217293 M-F KRQE New: 12p-1230p				:30	P4	[ALL]			12:12:43 PM		\$175.00
												\$670.00
												\$670.00

Date: 11/02/12

Station: KRQE

	POL/Go Bond: 217293 M-F 630p-7p	M-F 630p-7p	:30	P4	[ALL]							\$550.00
	POL/Go Bond: 217293 Dr. Phil	3p-4p	:30	P5	[ALL]							\$100.00
	POL/Go Bond: 217293 M-F KRQE New:KRQE News		:30	P5	[ALL]					5:52:59 AM		\$50.00
	POL/Go Bond: 217293 M-F KRQE New:KRQE News		:30	P5	[ALL]					6:12:30 AM		\$100.00
	POL/Go Bond: 217293 CBS This Mornir CBS Early S		:30	P5	[ALL]					8:36:54 AM		\$70.00
	POL/Go Bond: 217293 M-F KRQE New: 12p-1230p		:30	P4	[ALL]					12:21:04 PM		\$175.00
	POL/Go Bond: 217293 M-F 6p-630p	M-F 6p-630p	:30	P4	[ALL]					6:12:45 PM		\$450.00
												\$1,495.00
												\$1,495.00

Date: 11/03/12

Station: KRQE

	POL/Go Bond: 217293 Sa KRQE News 530p-6p		:30	P5	[ALL]							\$125.00
	POL/Go Bond: 217293 CBS This Mornir 5a-7a		:30	P5	[ALL]					6:08:28 AM		\$15.00
	POL/Go Bond: 217293 CBS This Mornir 5a-7a		:30	P5	[ALL]					6:25:08 AM		\$15.00
	POL/Go Bond: 217293 KRQE News Sat 7a-8a		:30	P3	[ALL]					7:12:37 AM		\$75.00
	POL/Go Bond: 217293 LN Sa	10p-1035p	:30	P5	[ALL]					10:18:12 PM		\$325.00
												\$555.00
												\$555.00

Date: 11/04/12

Station: KRQE

	POL/Go Bond: 217293 KRQE News Sun 7a-8a		:30	P3	[ALL]					7:18:33 AM		\$200.00
												\$200.00
												\$200.00

Date: 11/05/12

Station: KRQE

	POL/Go Bond: 217293 M-F KRQE New: 430p-5p		:30	P4	[ALL]							\$175.00
	POL/Go Bond: 217293 M-F KRQE New:KRQE News		:30	P5	[ALL]					5:12:36 AM		\$50.00
	POL/Go Bond: 217293 M-F KRQE New:KRQE News		:30	P5	[ALL]					6:32:10 AM		\$100.00
	POL/Go Bond: 217293 CBS This Mornir CBS Early S		:30	P5	[ALL]					8:08:33 AM		\$70.00
	POL/Go Bond: 217293 M-F KRQE New: 12p-1230p		:30	P4	[ALL]					12:18:34 PM		\$175.00
	POL/Go Bond: 217293 Dr. Phil	3p-4p	:30	P5	[ALL]					3:16:01 PM		\$100.00
	POL/Go Bond: 217293 M-F 6p-630p	M-F 6p-630p	:30	P4	[ALL]					6:13:15 PM		\$450.00
	POL/Go Bond: 217293 M-F 630p-7p	M-F 630p-7p	:30	P4	[ALL]					6:34:53 PM		\$550.00
												\$1,670.00
												\$1,670.00

Date: 11/06/12

Station: KRQE

	POL/Go Bond: 217293 M-F KRQE New:KRQE News		:30	P5	[ALL]					5:59:11 AM		\$50.00
	POL/Go Bond: 217293 M-F KRQE New:KRQE News		:30	P5	[ALL]					6:38:15 AM		\$100.00
	POL/Go Bond: 217293 CBS This Mornir CBS Early S		:30	P5	[ALL]					8:57:56 AM		\$70.00
	POL/Go Bond: 217293 M-F KRQE New: 12p-1230p		:30	P4	[ALL]					12:20:19 PM		\$175.00
												\$395.00
												\$395.00
												\$9,090.00

[Sorted by: Date]